ORDER

Orders Order / Rev: Alt Order #:

108008

Product Desc:

06865138 **OBAMA FOR AMER SKEDC**

Estimate:

1904

Flight Dates:

10/23/12 - 10/29/12

Original Date / Rev:

10/18/12 / 10/30/12

Order Type:

GENERAL



Primary AE:

Amy McCreary

Sales Office:

Sales Region:

BLPHI National

Agency

Name:

GMMB, Inc./ Washington D.C.

Buying Contact:

Billing Contact:

Washington Harbor

Washington, DC 20007

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

15%

00:05:00

Advertiser

Name:

Obama for America

Demographic:

A35+

PLC01-Democrat

Product Codes: Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/28/12	31	\$13,825.00	\$11,751.25		
10/29/12	10/29/12	8	\$3,600.00	\$3,060.00		

Totals

Month	# Spots Gross Amount		Net Amount	Rating	
October 2012	31	\$13,825.00	\$11,751,25	0.00	
November 2012	8	\$3,600.00	\$3,060.00	0.00	
Totals	39	\$17,425.00	\$14.811.25	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Amy McCreary			Start Of Order - End Of Order	100%	

Order Share	Share	Total
KSNV	27%	\$17,425.00
Market	100%	\$64,537.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$17,425.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$14,843.52
KTUD	0%	\$0.00
KVVU	20%	\$12,907.41
K∨WB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,936.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type Sp	pots	Amount
E 1	KSNV	10/23/12	10/29/12	Today Show Today Show	СМ	658a-9am	MTWTF	:30	4	\$900.001	0.00 NM	4	\$3,600.00
	TODAY Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				en		

Print Date: 10/30/12 17:17:10 Page 2 of 2

Totals

39

\$17.425.00

Order / Rev:

108008

Advertiser:

Obama for America

Alt Order #:

06865138

Product Desc:

OBAMA FOR AMER SKEDC

KSNV

Flight Dates:

10/23/12 - 10/29/12

Estimate:

1904

Ln		Start	End	Inventory Code	Break	Start/End 1	ime Days	Len :	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/23/1	12 10/29/12	Today Show Today Show	CM	658a-9am	MTWTF	- :30	4	\$900.001	0.00 NM	4	\$3,600.00
	TODAY			ready emote									
v	<u>Sta</u> Veek: 10/	rt Date 23/12	End Date 10/29/12	Weekdays MTWTF	Spots/Week		Rating 0.00						
				M-F Today Show		9-10a	MTWTF	- :30	5	\$425.001	0.00 NM	5	\$2,125.00
	TODAY	2		M-F Today Show	<i>r</i> .II								20.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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E 3	KSNV		2 10/29/12	M-F Today Show Today 4th Hour	III 4th IBM	10am-11am	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625,00
w	ADSTRUCTOR OF	rt Date	End Date 10/29/12	Weekdays MTWTF	Spots/Week 5	Rate \$325.00	Rating 0.00					11	
E 4	KSNV	10/23/1	2 10/29/12	Rachael Ray Rachael Ray	СМ	11am-12pm	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1.625.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	/eek: 10/		10/29/12 2 10/29/12	MTWTF	5	\$325.00	0.00	2/2					
E 3	VOIAA	10/23/	2 10/29/12	Noon News Noon News	СМ	12-1230pm	MTWTF	:30	5	\$425.001	0.00 NM	5	\$2,125.00
	NEWS	00.00000	22006 VI22064 US	300000 VII.75	VEX 10 LABOR VI								
w	<u>Sta</u> /eek: 10/	rt Date 23/12	End Date 10/29/12	Weekdays MTWTF	Spots/Week 5	Rate \$425.00	Rating 0.00						
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		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
VII SELECTION	eek: 10/2		10/29/12	MTWTF	5	\$425.00	0.00				ĺ		
Spo		Date Ra 10/23/12		escription ays of our Lives		/End Time lp-2pm	9 7	<u>Neekdays</u> ⁄TWThF~-		oth Rate :30 (\$425.00)	Rtg Type		
	Unr	esolved			12.00	P P	95			.50 (\$420.00)	0.00 14/4/		
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E 7	KSNV	10/23/12	2 10/29/12	The Doctors The Doctors	СМ	2pm-3pm	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
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W	<u>Star</u> eek: 10/2	t Date 23/12	End Date 10/29/12	Weekdays MTWTF	Spots/Week 5	Rate \$325.00	Rating 0.00						
			2 10/29/12	2041013513140	СМ	3-4p	MTWTF	:30	5	\$450.001	0.00 NM	5	\$2,250.00
	PHI			Dr Phil							21935E01611	2 73 7/	· XTUTNHOND
)		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 10/2		10/29/12	MTWTF	5	\$450.00	0.00				(A)		
E 9	KSNV	10/26/12	10/26/12	Fri PR 8-9p Friday Prime 8-9p	CM	8-9pm	F	:30	3	\$750.003	0.00 NM	1	\$750.00
j	WHIT/C	MC		. Hoay i fille o-sp	41).								
Va.		t Date	End Date		Spots/Week	Rate	Rating				l		
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